

What is claimed is :

1. A joint purchase counter auction system comprising:
a server on an Internet site;
a plurality of computers of registered merchandize sellers
connected to the server over the Internet; and
a plurality of computers of purchasers connected to the
Internet;

wherein the server includes:

home page generation means for generating a home page on
the server and for displaying a joint purchase/sales condition offered
by an arbitrary registered seller, including a minimum number of
purchase reservations and a selling price of specified merchandize,
and a term of the offer;

counter means for counting up each application for purchase
and displaying the number of purchase reservations at the home page;

automatic e-mail sending means for disclosing the number of
purchase reservations and the selling price offered by the arbitrary
registered seller to other registered sellers on a predetermined date
before the end of the term and for inviting them to offer new joint
purchase/sales conditions; and

comparison means for comparing new joint purchase/sales
conditions offered in response to the invitation with the joint
purchase/sales condition offered by the arbitrary registered seller;

wherein the home page generation means sets as a content of
the home page the joint purchase/sales condition judged by the
comparison means to be a better condition;

wherein the automatic e-mail sending means informs the purchase applicants of a conclusion of the joint purchase contract on the date when the term expires.

2. A joint purchase counter auction system according to claim 1, wherein the automatic e-mail sending means informs the arbitrary registered seller that a joint purchase/sales right has been intercepted by another registered seller who has offered a better joint purchase/sales condition in response to the invitation.

3. A joint purchase counter auction system according to claim 2, wherein if there is any registered seller who has voluntarily responded to the invitation before the predetermined date, the comparison means compares the joint purchase/sales condition offered by the voluntary seller with that of the arbitrary seller to determine whether the offer is better or not before the automatic e-mail sending means invites by e-mail on the predetermined date other sellers to offer their joint purchase/sales conditions and, if it is found to be a better condition, the home page generation means rewrites the content of the home page.